



Dear colleagues,

Many of our affiliates rely heavily on government and corporate support. A diverse portfolio of funding sources is critical to a sustainable affiliate. This edition of our Project Rock newsletter focuses on individual fundraising – particularly, year-end campaigns. Whether you have 100 individuals donors or 1,000, a year-end campaign is a great way to raise additional funds, but also to build brand recognition and awareness of your affiliate in the community. Please consider utilizing Project Rock to establish or enhance your 2018 year-end campaign.

- Dennis G. Serrette

Senior Vice President, Partnerships and Advancement



Year-End Campaigns

Year-end fundraising campaigns can facilitate an influx of funds in November and December, but your year-end push doesn't have to be a last minute scramble. Starting your year-end campaign planning now will allow you ample time to develop a well thought-out approach, engage volunteers, and develop the timelines and collateral you need so execution of your plan is a cinch. Follow these steps to get started:

1. Set a goal.

Whether it's a monetary goal, an acquisition goal, retention goal, or migration goal, it's important for your affiliate to determine what you wish to accomplish for your year-end campaign so that you can build a plan focused on your desired outcomes.

2. Build your story.

Think about the milestones, accomplishments, success stories, and impact figures you've achieved throughout the year. Collect the anecdotes and compelling statistics that demonstrate the impact of your affiliate's work in the community early on and begin to develop the content of your appeals.

3. Identify your audience.

Depending on your goals, you may target many different audiences for your year-end campaign. Consider segmenting your donors into your target groups – "VIP" major donors, renewals, lapsed donors, and brand new prospects – and customize each group's appeal.

4. Determine your communication channels.

Will you send emails? Snail mail? Social media? Phone-a-thons? All of the above? Ensure you have all the resources you need to execute your campaign and recruit volunteers, hire interns, or research outside vendors that may help enhance your capacity.

5. Set the timeline.

Be sure to establish launch dates for each portion of the campaign, assign tasks to team members – staff, volunteers, Board members – and keep those responsible accountable by communicating plans and progress.



**Executive
Fundraising
Academy**

27 Courses



**Project Rock
Toolkit**

62+
Downloadable
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**Project Rock
Hotline**

100+ Callers



**Project Rock
Newsletter**

430+
Recipients



**Project Rock
Advantage**

16 Alumni
Affiliates

#GIVING
TUESDAY

**Tuesday,
November 27th**

Access resources at www.givingtuesday.org.



Resources

Project Rock offers a comprehensive year-end campaign toolkit with templates and instructional overviews for use, including:

- Annual Appeal Letter
- Phone-a-thon Call Sheet for Volunteers
- Phone-a-thon Script for Volunteers
- Giving Tuesday Email Series
- President's Letter

Visit the Project Rock website to access the toolkit and download these helpful templates at the following link:

[Project Rock Toolkit](#)

We also offer a *Simple Guide to Year-End Fundraising* which outlines the recommended timing, audience, segmentation, objectives, and content of each tool. This guide will help you determine which of these tools will suit your affiliate's needs best. Download your guide here:

[Simple Year End Fundraising Guide](#)

Webinars On-Demand!

Project Rock Executive Fundraising Academy webinars are now available **on-demand!** You can now view our previously recorded webinars at a time most convenient for you.

1. Follow the link for on-demand webinars [HERE](#).
2. Select a session that does not have a scheduled date and time listed (this means the live recording date and time has passed) under "Upcoming Trainings."
3. Click "Register" and you can view the session immediately or download it for later.

Questions?

Call the Project Rock Hotline at 212-558-5309.

Did you know...

Nearly one-third (31%) of annual giving occurs in December?

The year-end campaign is crucial to closing out your 2018 fundraising efforts on a high-note. Nearly 50% of nonprofits raise the majority of their funds between October and December.

Remember, year-end appeals can do more than just raise funds. They can be a great vehicle for driving web traffic, engaging your social media followers, engaging your Board in a peer-to-peer fundraising campaign, or acquiring new donors to add to your pipeline.

Be sure to not only set goals, but to measure your success so that you can build upon what works and create an even better campaign next year.

Did you acquire new donors?

Screen them for wealth capacity to see if they could be major donor prospects.

Did one communication channel do better than another?

Figure out what resonated with your audience and utilize that channel or message in your next appeal. You may even consider testing two or more appeal letters, each with a different message to see which was most effective.

Did your online campaign not do as well as expected?

Think about how you can capture more email addresses at events or through a membership drive in the coming year.

Evaluation is key to improving your campaign year over year.